

# Manager Scientific Writing

Job ID REQ-10059011

9月 02, 2025

India

## 摘要

The role of Scientific Writer - Content involves updating / creating scientifically / medically accurate content for commercial and medico-marketing assets such as newsletters, RTEs, civics, social media posts, websites, digital and print brochures, banners, etc. This person will be required to update the content for existing / new assets for Novartis Brand / products such that they reflect the most recent changes to Important Safety Information (ISI) / Prescribing Information (PI) / Other reference documents. These updates need to be consistent with the stringent MLR guidelines and specifications (Medical- Legal-Regulatory). This role will be a part of 'Creative' under Centralized Asset Support Team (CAST) and will have to demonstrate strong collaboration with colleagues across all Novartis sites (India, US, Ireland and Mexico), operate in a metricized environment, maintain highest quality standards, and live Novartis values and behaviors every day.

About the Role

Location - Hyderabad #LI Hybrid

#### About the Role:

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#### Key Responsibilities:

#### Promotional content development

- Develop and review scientifically accurate, engaging, and compliant promotional materials including iCVAs, brochures, digital campaigns, Emails, social media posts, banners etc.
- Ensure messaging is consistent with brand strategy and aligned with approved product positioning.

#### Content strategy and planning:

- Partner with cross functional teams including creative to plan and execute content strategy across the brand journey stages in different platforms.
- Support omnichannel content planning by identifying opportunities to repurpose scientific content for multiple formats and platforms targeting different audiences.
- Contribute and develop to modular content models.

#### Scientific Review and Label Updates:

- Monitor and interpret label updates and ensure timely content revision across all promotional assets.
- Liaison with editorial, creative and regulatory teams to ensure alignment of promotional content with latest approved label.

#### Team leadership and writing governance

- Manage and mentor junior writers, providing guidance and training on commercial writing, label integration and compliance standards.
- Develop and maintain label update checklists, to ensure consistency of the updates across materials.
- Partner with scientific writers, creative and digital teams to ensure efficient, high-quality content development workflows.

#### **Essential Requirements:**

- Advanced degree in life sciences, pharmacy, medicine or related field.
- 7+ years of experience in scientific writing with a strong focus on promotional material, content planning and label updates.
- In-depth understanding of promotional scientific communications, clinical data interpretation, and pharmaceutical regulations.
- Familiarity with promotional content review systems and relevant codes.
- Strategic mindset with ability to contribute to content planning and campaign design.
- Excellent written and verbal communication skills.
- Ability to work cross-functionally in matrix environment with high attention to detail and timelines.
- Exposure to global content localisation/adaptation
- Understanding of omnichannel marketing and modular content

#### Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message

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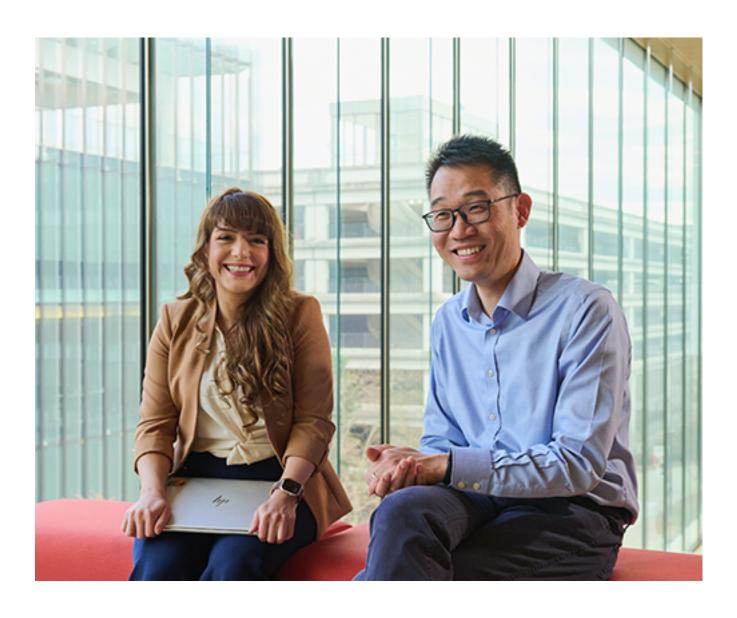
| 部门<br>US   |
|--|
| Business Unit<br>Universal Hierarchy Node                                      |
| 地点<br>India  |
| 站点<br>Hyderabad (Office)   |
| Company / Legal Entity IN10 (FCRS = IN010) Novartis Healthcare Private Limited |
| Functional Area<br>Marketing   |
| Job Type<br>Full time  |
| Employment Type<br>Regular   |
| Shift Work<br>No   |

## Accessibility and accommodation

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